

1. Record Nr.	UNINA9910679449203321
Autore	Zoltners Andris A.
Titolo	The complete guide to sales force incentive compensation : how to design and implement plans that work // Andris A. Zoltners, Prabhakant Sinha, and Sally E. Lorimer
Pubbl/distr/stampa	New York : , : American Management Association, , 2006
ISBN	1-281-08002-0 9786611080020 0-8144-2972-6
Descrizione fisica	1 recurso en linea (511 páginas)
Disciplina	658.32
Soggetti	Administración de Incentivos Salarios Ventas Libros electrónicos
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Cover; Title Page; Copyright Page; Dedication Page; Table of Contents; Preface; Acknowledgments; Chapter 1: Sales Force Incentive Compensation and the Successful Sales Organization; Introduction; The Drivers of Sales Force Compensation Change; The Sales Force Compensation Challenge; The Sales Management System; The Role of Incentive Compensation within the Sales Management System; Diagnosing Sales Force Issues; How this Book is Organized; Chapter 2: Reviewing a Current Incentive Compensation Plan and Setting Objectives for a New Plan; Introduction. Is It Really an Incentive Compensation Plan Problem?An Overview of a Sales Incentive Plan Assessment Process; Assessment of Current Sales Compensation Plan Consequences; Assessment of Current Sales Compensation Plan Consistency and Compatibility; Developing New Plan Objectives; Chapter 3: Plan Design Fundamentals; Introduction; Sales Compensation Plan Design Terminology; Chapter 4: Plan Design Part 1: Determining the Correct Pay Level; Is Your Sales Force Pay Level Correct?; The Range of Sales Force Pay Levels; How to Determine the

Right Sales Force Pay Level; Conclusion.

Chapter 5: Plan Design Part 2: Finding the Best Salary-Incentive MixIntroduction; Do you have the Right Pay Mix?; The Range of Salary-Incentive Mix; How to Determine the Right Salary-Incentive Mix; A Pay Mix Scorecard; Chapter 6: Plan Design Part 3: Selecting Performance Measures; Are you Using the Most Appropriate Performance Measures to Determine your Incentive Plan Payout?; Types of Measures; How to Determine the Most Appropriate Sales Incentive Measures: An Advisory; How to Determine the Most Appropriate Sales Incentive Measures: Specifics.

Chapter 7: Plan Design Part 4: Determining the Right Performance-Payout RelationshipIntroduction; Is the Most Appropriate Performance-Payout Relationship Used for Determining the Incentive Plan Payout?; Representing Performance-Payout Relationships; Decision 1: Bonus Plan or Commission Plan?; Decision 2: Progressive or Regressive Plan?; Decision 3: Caps or no Caps?; Decision 4: Pay from the First Dollar or from Goal or a Fraction of Goal?; Decision 5: Single Measure or Multiple Measures?; Concluding Insights.

Chapter 8: Evaluating Proposed Sales Incentive Compensation Plan Alternatives and Selecting a New PlanIntroduction; An Overview of Candidate Sales Compensation Plan Assessment; Quantitative Assessment of a Candidate Sales Compensation Plan; Qualitative Assessment of a Candidate Sales Compensation Plan; Future-Proofing Assessment of a Candidate Sales Compensation Plan; Conclusion: From Objectives to Reality; Chapter 9: Setting Effective Goals and Objectives; Introduction; Are your Sales Force Goals Appropriate?; Types of Goals; How to Set Effective Sales Force Goals: A Five Step Process. Tracking Performance against Goals

Sommario/riassunto

Incentive programs are seductively powerful but complicated instruments. Without careful planning and implementation, they can be too stingy to motivate, too complex to understand, too quick to reward mediocre results, and too difficult to implement. But a well-designed and implemented incentive program is an essential tool for building a motivated, highly effective sales force that delivers the results you need. The Complete Guide to Sales Force Incentive Compensation is a practical, accessible, detailed roadmap to building a compensation system that gets it right by creating motivating incen
